

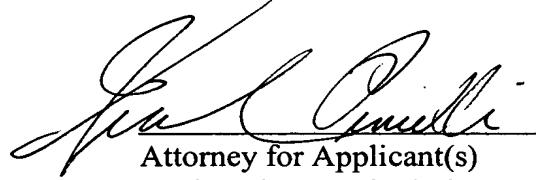
**REMARKS**

This RCE has been filed so that the amendments earlier presented would be appropriately considered.

The Examiner, in the Advisory Action dated February 10, 2004, indicated that Applicant's argument that the Applebaum et al. does not disclose the first and second substrates are integral, are not persuasive. The Examiner relied on the fact that the claims are not limited to a continuous, non-interrupted support substrate having an image thereon with at least one fold line extending across said image such that the support substrate can be folded. The Examiner argues that the term "integral" has been given it broadest reasonable interpretation. The Examiner states that the use of such term does not restrict the use of another element which aids in the integral connection.

Applicant respectfully submits that the Applebaum et al. reference does not teach or suggest the integral image product as taught and claimed by Applicant. The term "integral" in the present invention is meant to provide a complete or whole product. In this regard, Applicant refers the Examiner to the dictionary definition of integral which states "essential for completeness; having everything required; a complete unit: whole". However, in order to clearly point out that the invention is not directed to individual separate elements that are connected together, the claims have been amended to set forth that the first and second substrates are continuous. Thus, the fold line always extends along the continuous substrate. This is clearly not taught or suggested in the Applebaum et al. reference. Accordingly, it is respectfully submitted that the claims in their present form are in condition for allowance and such action is respectfully requested.

Respectfully submitted,



Frank Pincelli  
Attorney for Applicant(s)  
Registration No. 27,370

Frank Pincelli/phw  
Rochester, NY 14650  
Telephone: 585-588-2728  
Facsimile: 585-477-4646